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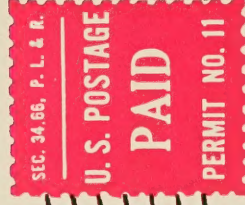
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SPRING 1953 PRICE LIST

FOR THE
DISCRIMINATING
GARDENER

THE BERRY PATCH
HONEOYE FALLS, NEW YORK

Return postage guaranteed



Dr. George W. Dorrance
U. S. D. O.
Plant & Soil Survey Station
Collegeville, Pa.

MAR 23 P.M.

THE BERRY PATCH

HOME GARDEN SELECTION OF STRAWBERRY PLANTS

25 PREMIER — *EARLY*

25 TEMPLE — *MID-SEASON*

25 SPARKLE — *LATE*



75 PLANTS \$2.95 Postpaid

GENEVA EXPERIMENTAL SPECIAL

25 EDEN

25 EMPIRE

25 ERIE

75 PLANTS \$3.95 Postpaid

**THE BERRY PATCH
HONEOYE FALLS, N. Y.**

Gentlemen:

Enclosed is my remittance of \$..... for
which please send me the following order, postpaid:

Quantity	Name of Plant	Cost	
	HOME GARDEN SELECTION @ \$2.95		
	GENEVA EXP. SPECIAL @ \$3.95		
	FOR SPECIAL HANDLING ADD 20¢		
	FOR SPECIAL DELIVERY ADD 35¢		

Name.....

Address.....

City.....State.....

Shipping date requested:.....

ERIE *Mid-season (NYS AGRICULTURAL EXPERIMENT STATION—1950)*

ERIE makes up, with EDEN and EMPIRE, a trio of the new strawberries developed by Dr. George Slate at Geneva, N. Y., and as EDEN and EMPIRE are outstanding, so also is ERIE. We have not had the yields nor the success with ERIE generally at The Berry Patch, that we had with EDEN and EMPIRE, but from reports from other test growers, it seems that there is a strong possibility that under certain soil conditions and in certain areas, ERIE will do all and more than EMPIRE will do in the way of berry size and yield plus being a slightly firmer berry with better shipping qualities than EMPIRE. ERIE is also said to freeze very well, when well grown.

Our suggestion would be to try all three of these new introductions for your own comparison under your own soil and climatic conditions.

PREMIER *The Best Earliest*

Premier strawberries are to the small fruit world what bread is to the grocery store—a staple item of proven worth and great dependability. Premier is still the best earliest strawberry for the home garden or commercial use. Premier is still the strawberry for which we get the most calls on plants—and we are generally sold out of our well rogued, especially sturdy stock long before the season is over. We do not think Premier is the best strawberry to grow under any and all circumstances. But we do continue to offer Premier, the best that we can grow, because of its tremendous popularity and because it is probably the best adapted of all the strawberry varieties to different climates, soils and cultural conditions. If this is your first strawberry patch, do put in some Premier. It is sure berry insurance for the veriest amateur.

ROBINSON *Mid-season, Huge, Productive*

Here again is that medium late strawberry with the tremendous fruit size that is amazingly gratifying to the home gardener. The fruit is firm and sweet fleshed, solid all through the berry under almost all weather conditions. Many roadside stands have made a reputation on Robinson strawberries and we have some fruit customers who insist on Robinson for freezing. If you have room in your home garden, do plant some Robinson for your own amazement and to delight your neighbors. If you are a market gardener or have a roadside stand, try a few Robinson for your customers. It is a good berry, makes a heavy row and is gratifying, to say the least.

SPARKLE *Late, Red Stele Resistant*

Sparkle is so rapidly becoming standard in the strawberry world for fresh fruit excellence and its especially fine freezing qualities, we are almost at a loss for proper description. Sparkle's round shape, medium large berries and brilliant sheen plus a fresh, bright flavor that is sweetness itself, brought Sparkle to its present eminence and will keep Sparkle in the limelight for years to come. If the home gardener can plant but one variety of strawberry, we would suggest Sparkle as that variety, because of its big yields, all around usefulness and universal acceptance. Market gardeners will revere Sparkle for its firm skin and fine holding qualities in the crate, to say nothing of the fact that a large proportion of the public is now "Sparkle educated". Fine fruit and vegetable stores look first for Sparkle when buying in the open market, for its keeping qualities and fancy appearance even after standing. Sparkle is mid-season to late, a heavy yielder under irrigation, and responds well to mulch for moisture retention in the soil. By all means, do not overlook Sparkle when planting this year's strawberry bed.

TEMPLE *Mid-season, Red Stele Resistant*

Four years ago, we brought into The Berry Patch, over three thousand strawberry plants from three different growers, all under the name of FAIRFAX. By rights, all of the three thousand plants should have produced the same kind of fruit, but it did not happen to be the case with our plants. Only a thousand of the plants produced the kind of fruit we immediately labelled in our thoughts as the very finest table strawberry

we had ever eaten! This, without any hesitation on our part, we endowed with the title, FAIRFAX.

But these three thousand plants that proved to be actually of three different varieties presented us with a challenging problem. After endless identification by fruit growers, scientists and experts we now have the answer.

Dr. George M. Darrow, Principal Horticulturist of the USDA Plant Industry Station at Beltsville, Md. and the originator of Fairfax has definitely identified our favorite mysterious variety as TEMPLE, after growing specimen plants in the Beltsville greenhouses this past winter.

But we had another surprise! We found that we had never at any time grown any FAIRFAX at The Berry Patch — in fact had neither seen nor tasted FAIRFAX until May 1952 in Beltsville!

Apparently there has been great confusion between the Fairfax and Temple varieties — and some experts still disagree. Our efforts to identify these plants of ours were made only because we did not want to misrepresent what we sell. (We could easily have sold our Temple stock as Fairfax — and practically no one would have been the wiser.)

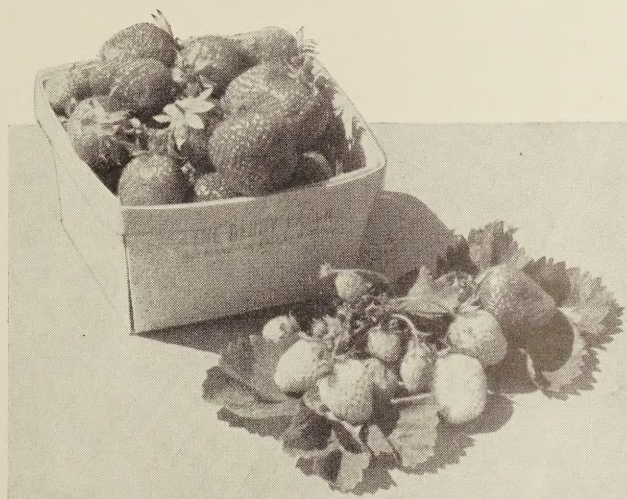
We want to explain to all our friends that we do not have and never have had any Fairfax, and we cannot now furnish this variety. But we can furnish and will continue to grow TEMPLE strawberry plants of our strain as long as we feel (as we do now) that it is the finest table strawberry we have ever seen or tasted.

Our TEMPLE is a tall, heavy growing plant with thick leaf and fruit stems and stocky runners. The fruit is carried very high in the plant, well off the ground, hanging in huge clusters as berries ripen. Fruit is wedge-shaped at first then round conic in shape, very dark red throughout the berry. (Sounds like Fairfax? Well, it has fooled us and many others too.) The flavor of "our" TEMPLE is richly sweet, the berry extremely juicy. We're proud to offer it under its correct name, and we believe you will be as happy with the heavy-yielding TEMPLE as you've ever been with Fairfax.

Why not try Berry Patch TEMPLE this year — to be sure!

SUPERFECTION *Everbearing strawberry plants*

At The Berry Patch we've grown everbearing strawberries commercially in a small way for several years. Having tried all the better known varieties, we have finally narrowed our plantings down to SUPERFECTION. We consider it "best" for large yields, beautiful fruit, excellent flavor, and very fine freezing and preserving qualities. In our opinion, these same valuable qualities make SUPERFECTION "best" for the home garden. And so SUPERFECTION is the only everbearing strawberry we are offering this spring. Our nursery stock is especially fine for having been thinned in the row, which has produced stocky vigorous plants, already well on their way to give you a huge fruit crop this coming August and thru the entire fall until frost takes the crop.



PRICE LIST

(PREPAID POSTAGE INCLUDED)

STRAWBERRY PLANTS

	25	50	100	250	500	1000
EDEN	\$1.75	\$2.75	\$4.25	\$8.75	\$14.00	\$25.00
EMPIRE	"	"	"	"	"	"
ERIE	"	"	"	"	"	"
PREMIER	1.25	1.95	3.25	6.50	9.75	18.00
ROBINSON	"	"	"	"	"	"
SPARKLE	"	"	"	"	"	"
TEMPLE	"	"	"	"	"	"
SUPERFECTION	1.95	3.25	4.95	9.25	17.00	30.00

RASPBERRY PLANTS

(ONE YEAR OLD)	12	25	50	100
AMBER	\$5.00	(50¢ each in smaller quantities.)		
MILTON	2.50	4.25	7.00	12.50
NEWBURGH	"	"	"	"
SEPTEMBER	3.25	6.25	12.00	22.50

Because of the difference in gardeners the world over, soil conditions, the vagaries of weather and other conditions beyond our control, we do not attempt to guarantee Berry Patch strawberry and raspberry plants except for being true to name and in prime condition at the time they leave Honeoye Falls: properly prepared for parcel post shipment.

However, in spite of all precautions that we can take in the preparation and shipping of your plants, there is always a chance that you, our friends and customers, will receive plants you do not consider up to our quality. Should this be your feeling on receipt of your Berry Patch plants, please notify us at once so that we can make prompt and proper restitution and protect your interests in every way possible, either by replacement or refund.

As further precaution, we advise you to preserve the post mark on your package of plants until you are satisfied that the stock is in good condition, and if your plants do not thrive, send the postmark with your complaint. This will help us to determine the cause of your dissatisfaction. Within 300 miles from Honeoye Falls, no strawberry or raspberry plants should be in the mails over three days; two days for shipping is the average time, in our experience. In no case can we honor complaints on the condition of plants shipped this spring, after June fifteenth, 1953.

WE SHIP STRAWBERRY AND RASPBERRY PLANTS APRIL 13 THROUGH MAY 20

Any strawberry or raspberry plants shipped from or delivered at The Berry Patch after May 23, will be sold *strictly at the purchaser's risk* and we cannot be responsible for the condition or growth of the plants sold or shipped out after that time.

No. 1235
No. 292

STATE OF NEW YORK
DEPARTMENT OF AGRICULTURE AND MARKETS
C. Chester Du Mond, Commissioner

Certificate of Inspection of Raspberry and Strawberry Plants

THIS IS TO CERTIFY that the Raspberry and Strawberry Plants of The Berry Patch, of Honeoye Falls, County of Monroe, State of New York, have been twice examined in compliance with the Agriculture and Markets Law and have been found to be apparently free from all injurious insects and plant diseases, including the recognized virus diseases. This certificate is valid until October 1, 1953, unless revoked before that date.

Dated, Albany, N. Y., August 26, 1952.

C. Chester Du Mond, Commissioner
H. B. Little, Director, Bureau Plant Industry

RASPBERRY PLANTS

In selecting raspberry varieties, we have followed the same policy as with strawberries: after trying most of the better known and most adaptable varieties we have selected the few which we have found to do best for both home garden and commercial grower, under most conditions. All our raspberry stock has been thoroughly fruit-, market-, and table-tested by us. As a result we have chosen and offer these varieties:

SEPTEMBER RED RASPBERRY

September still tops our list of red raspberries, losing nothing in comparison to one season red raspberries and gaining the attractive virtue of producing a second crop each year in about mid-September in this area. September out-yields in one season, any of the other one season red raspberries we have tested. September is a better all around freezer, preserver and table berry than any one of the other reds; it is hardier and



earlier, more disease resistant, free from crumbly fruit. To the home gardener, September offers all and more than can be expected from any red raspberry and to the commercial grower—two paying crops each year from one piece of land! In addition, September starts full fruit production a year after planting. Yes, if there is room for only one red raspberry—twenty-five feet of row along a fence on your property—plant at least a dozen September Red Raspberry plants this year for years of future enjoyment. If you have a half acre of well drained soil to turn to a commercial venture, plant September Raspberries. If you must make a choice between varieties of red raspberries, choose September.

AMBER

The new yellow raspberry introduced by the New York State Agricultural Experiment Station in 1951. Amber presents one of the most interesting taste and appearance experiences that we have had at The Berry Patch. Amber, as the name implies, is a rich amber color with a faint pink blush when fully ripe, very large and with more raspberry flavor than most of the better known red varieties. For a productive and delicious novelty in the home garden, a few plants of Amber will give you years of pleasure and good eating. Amber raspberry preserves are "out of this world" and the fruit frozen and used in combination with red raspberries for decorative effect, is almost complete justification alone for growing the fruit.

MILTON

Large, red mid-season raspberries, highly mosaic-resistant, bearing heavy crops in mid-July. Milton is in our opinion, one of the best of the newly introduced red raspberries and worthy of trial in home gardens. The fruit is round, richly flavored, and firm. The plants are vigorous and full, needing support during the fruiting season because of the large crop they set.

NEWBURGH

A good, late-fruiting red raspberry, bearing in mid to late July. Newburgh is highly resistant to mosaic, an excellent team mate for Milton to insure a long raspberry season in the home garden. Newburgh canes are long, prolific and will need support during the fruiting season.

GLADIOLUS BULBS

Because we believe in and practice specialization, we have the greatest respect and deepest admiration for fellow specialists in other fields of horticulture and floriculture.

It has long been our good fortune to be friends and neighbors to one of the leading gladiolus specialists in the country, Alfred Moses in nearby Lima, N. Y. What could be more natural then, than for us to arrange with Al to share with you, his specialty along with ours? That explains the appearance this year of these exciting glad offers in The Berry Patch pamphlet.

In each of the selections below, all of the bulbs are the large size, 1¼ inches in diameter, and each will produce blossoms this year. Most of the blooms will be of prize winning caliber if you wish to give them extra attention and if flower shows are to your liking. In any event, the selections that Al has made up for us to offer you, are designed from his experienced belief, to give the most effortless joy to the amateur gardener who is trying glads for the first time. If you are an old hand at glads, you cannot help but recognize the familiar and best loved varieties of glad growers the country over in our Berry Patch Special Selection.

If you have never tried glads before, you have nothing to lose in any of the offerings we list. You simply cannot be disappointed with any of them. They have been selected for YOU by an expert specialist. Be sure to include some glads in your berry plant order this year.

(These large size bulbs may be planted three or four to the foot in the garden row.)

RAINBOW ASSORTMENT

A hand sorted collection of bulbs, all named varieties but none labelled. Rainbow presents a wide range of color and type in every shade known to glads; a radiant addition to your garden, large or small and at a tiny price.

50 bulbs.....\$2.95 100 bulbs.....\$5.25

BERRY PATCH SPECIAL SELECTION

Presenting a full range of color in some of the best and most vigorous glads grown. There will be show spikes here, galore. All labelled.

BURMA — Large, deep rose, red, lighter throat; heavily ruffled.

DIEPPE — Described above. Deep salmony red.

ELIZABETH, THE QUEEN — Beautiful ruffled lavender. Especially easy to grow.

KING LEAR — Wonderful, large size exhibition purple, beautifully ruffled.

5 EACH OF THE ABOVE — 40 BULBS FOR \$3.50

ORANGE GOLD — All orange. Giant, strong, healthy plants.

SILVER WINGS — Glamorous all white with exquisite individual florets.

SPOTLIGHT — Very large, wide open. Deep yellow with scarlet blotch.

SPIC AND SPAN — Described above. Ruffled deep salmon pink.

10 EACH OF THE ABOVE — 80 BULBS FOR \$6.85

ALL PRICES INCLUDE POSTAGE. DETAILED CULTURAL INSTRUCTIONS WITH EVERY ORDER.



DIEPPE

(Pictured at left)

10 Bulbs

\$1.00

Medium to deep salmony red with a darker blotch, opening seven to nine well arranged blooms on a good cutting stem. The best variety in this color.

SPIC AND SPAN

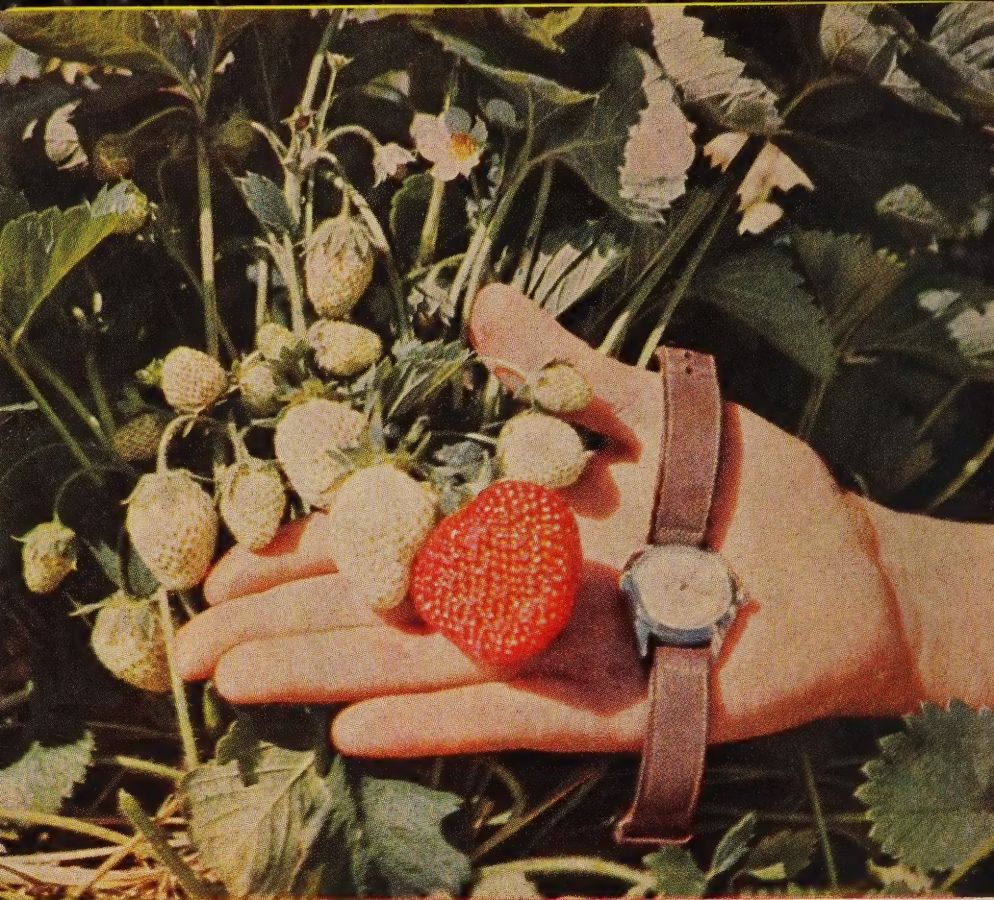
(Pictured at right)

Tall straight spikes of deep salmon pink ruffled florets, opening eight to ten buds with six or more in color. A veteran prize winner at glad shows.

10 Bulbs

\$1.00





EMPIRE

Mid-season and late

(NYS AGRICULTURAL EXPERIMENT STATION — 1950)

To us, EMPIRE was the strawberry sensation of 1952, and its performance in the hot, dry weather we experienced last June and July did nothing to make us change our opinion. EMPIRE is a great new strawberry both for the home garden and the roadside stand. EMPIRE yields are way ahead of any other strawberry variety we have grown at The Berry Patch and the long season of fruiting produces well formed, big berries long after the later seasoned varieties have dwindled down into little nubbins.

The wrist watch in the picture above is of standard size, and yet dwarfed by the first ripe EMPIRE of the cluster. Each of the white berries and the blossom in the picture developed saleable fruit; a testimony to the long season of EMPIRE that we brag about.

Raise EMPIRE for fresh consumption only as it is an indifferent freezer and canner. It is firm enough for a nearby market or roadside stand and commands premium prices on sight.

For the home garden, where space is limited, EMPIRE is the perfect berry. In 1949, '50 and '51, we averaged three quarts of EMPIRE berries to each plant set. In dry, hot 1952, EMPIRE outbore all other varieties we raised, although we only managed a little over two quarts per plant.

EMPIRE makes plants freely and should certainly be tried by all who are strawberry fanciers and looking for something just a little bit better than ordinary.

Price list inside.

THE EDEN STRAWBERRY

Mid-season — Frost resistant

(NYS AGRICULTURAL EX. STA. — 1950)

We rate this strawberry variety as "Most Likely to Succeed" over all the new introductions we have test-planted at The Berry Patch. EDEN is a processing berry, already in great demand by those who have been fortunate enough to freeze, can or preserve it in the very few years it has been grown. EDEN is bright red all through and loses none of its fresh, bright color under any processing. Its high, sparkling flavor and aroma stays garden fresh and with sugar or syrup, tastes like a real strawberry under all circumstances.

For the home garden, EDEN is at its best when raised for freezing, canning and preserving only, although many like its smart tart flavor, fresh and sugared.

For the roadside stand, market garden or commercial berry projects, put in some EDEN this year for the more particular home freezer trade. Have your processor try EDEN. You will soon find EDEN creating a trend away from PREMIER with as little as one year of processing tests. EDEN will yield eight to ten thousand quarts to the acre easily, caps readily at picking, will stand in the patch three days in hot weather and the entire crop is of an amazingly uniform size and shape. Our photograph clearly indicates the three well-defined pickings from each fruit cluster that we claim for the Eden harvest.

Price list inside.



